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All in the family...

How the
NABISCO FAMILY
got its
“COAT OF ARMS”

Back at the turn of the century, National Biscuit Company took its first important step toward creating its “coat of arms.”



1900

As the basic element, NABISCO used a symbol that had an ancient origin. In prehistoric times, the circle and the cross with two bars were used to represent the creation of life. In the early Christian era, this same symbol stood for the triumph of spiritual over worldly things.

*15th
century
printer's
mark*



1918



During the 15th century, this symbol was used as a printer's mark by the Society of Printers in Venice.



1923



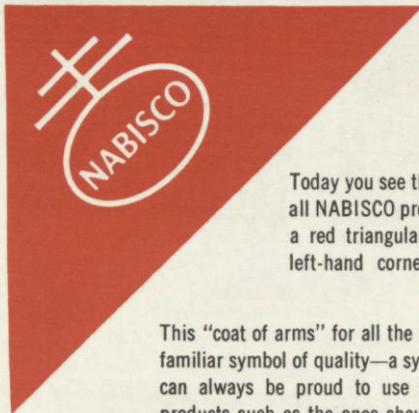
1935

In 1900, Mr. A. W. Green, then Chairman of the Board of National Biscuit Company, familiar with the history of this symbol, suggested that it be incorporated in a "coat of arms" for the Company.



1941

As you can see, the NABISCO "coat of arms" went through a number of changes from 1900 through the years, but the basic design and symbol stayed much the same.



Today you see the NABISCO "coat of arms" on all NABISCO products. The basic symbol is now a red triangular seal which spans the upper left-hand corner of all NABISCO packages.

This "coat of arms" for all the NABISCO family is a familiar symbol of quality—a symbol of products you can always be proud to use and recommend . . . products such as the ones shown on the back page of this leaflet.



all part of the big NABISCO family